



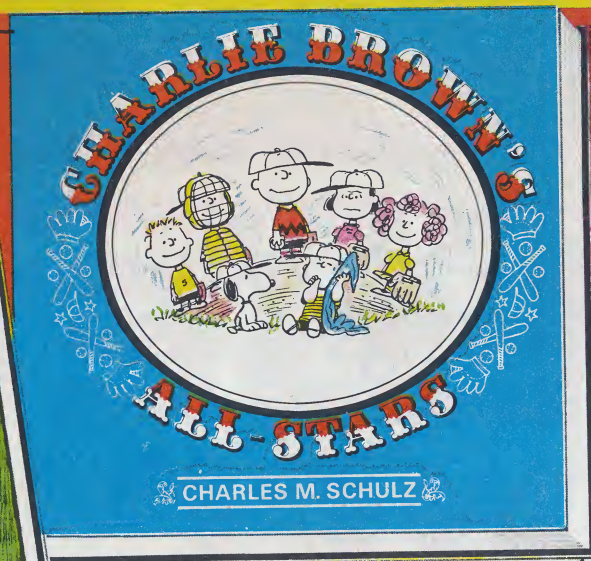
T NELSON
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NY 12603

FREE *Books for Your Child!*

GIFT STAMP WORTH \$13.00 INSIDE

***Let Your Youngster See
What Great Fun Books Can Be!***



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**\$13.00 WORTH OF BOOKS
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**\$13.00 Worth of Books as a Gift
-- to Let Your Youngster See
What Great Fun Books Can Be!**



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FOR YOUR CHILD!

YES—PLEASE ENROLL the child named below in the READ ALOUD AND EASY READING PROGRAM. In accordance with your offer, please send FREE, as an enrollment gift, the four books: **Charlie Brown's All-Stars**, **Old Black Witch!**, **Open Your Eyes** and **The Cookie Tree**, worth \$13.00. Also send the book **Miss Suzy** (regularly \$3.50) as the first selection, billing me the membership price of only \$1.49 plus a small mailing charge. If not pleased I may return the books in 10 days and owe nothing, otherwise continue to send a new book each month at the same price. I may cancel membership any time after the child has received four monthly selections.

T NELSON
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NY 12603

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PARENT'S SIGNATURE _____ **UA**

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Parents' Magazine's

READ ALOUD AND EASY READING PROGRAM[®]

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BERGENFIELD, N.J.

Parents' Magazine's
READ ALOUD AND EASY READING PROGRAM®

POST OFFICE BOX 161, BERGENFIELD, NEW JERSEY 07621

Dear Parent:

You have no doubt read in the newspapers how educators and child psychologists are agreeing more and more that the first few years of a child's life are of vital importance to his mental development.

That is why they are placing increasing emphasis on early exposure to books and reading -- and why both teachers and parents are delighted with the role being played by the highly qualified editors of Parents' Magazine in selecting books ideally suited to little listeners and beginning readers enrolled in the Read Aloud and Easy Reading Program.

Your child, too, can become a member ... so easily. Whether your child is a beginning reader ... or hasn't yet begun to read ... we'd like to send you -- for your little one --

FOUR FINE BOOKS -- WORTH \$13.00 -- FREE!

All four are enormously appealing, and understandable to even the youngest mind. Your little one will be positively elated with the illustrations ... and utterly thrilled as he listens to you read these books aloud, or reads them by himself. And this elation will be matched only by your youngster's pride in knowing that these books are part of his very own library!

WHY WE MAKE THIS OFFER

In offering these four fine books as a free gift, our purpose is to let you see for yourself how happily and gratifyingly your little one will take to the books featured in Parents' Magazine's READ ALOUD AND EASY READING PROGRAM ... and why this Program is so widely and enthusiastically praised by teachers!

As a member, your youngster each month becomes the proud recipient of a book ideally suited to his age and stage of development. Each book selected is simple in content and understandable to even the youngest mind ... with story and illustrations that intrigue and enrapture, and cultivate an interest in books that will be of lifelong advantage. Each book is durably bound, and printed throughout in bright colors. And every book reflects the expert judgment of the highly qualified editors of PARENTS' MAGAZINE, who direct the Program and make the selections.

(over, please)

First Regular Program Selection:
A Book Regularly Priced at \$3.50
-- Yours for Only \$1.49!

A trial enrollment at this time will bring your child -- together with the four free books -- a most charming book entitled Miss Suzy, as the first regular selection. Miss Suzy was cited by The New York Times as one of seventy-five outstanding books for young readers.

And even though this popular book sells in the stores for \$3.50 the Program membership price is only \$1.49 (plus a small mailing charge). In fact, every book represents a saving of up to 50% or more -- most being priced by the publishers at about \$3.50 or even \$3.95.

All you pay, however, for each month's selection is \$1.49. Certainly a small price for your youngster's enjoyment, and the encouragement of his interest in books! To take advantage of this offer, all you need do is agree to take as few as four monthly selections!

This is indeed a splendid and liberal offer -- one you will be mighty glad you acted upon ... when you discover, added to all the other advantages, what a warm and delightful bond is created between you and your child through the happy storybook times you'll enjoy so much together!

AFFIX VALUABLE STAMP WORTH \$13.00
TO ENCLOSED CARD TODAY, AND MAIL
-- IT REQUIRES NO POSTAGE!

Do act on this opportunity at once. Send no money. Simply affix the valuable stamp worth \$13.00 to the enclosed postage-free card and mail today -- so that we can rush your youngster the free 4-book gift package right away, along with the first Program selection -- the delightful Miss Suzy. If ten days' trial doesn't convince you of the great advantages to your child, you may return the first selection together with the four-book enrollment gift and owe nothing.

Remember, too -- there is no long-term obligation even if you decide to continue in the Program. You may cancel membership any time after taking four monthly selections. So don't delay ... mail the card today!

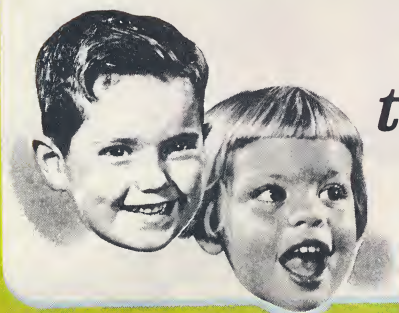
Sincerely yours,



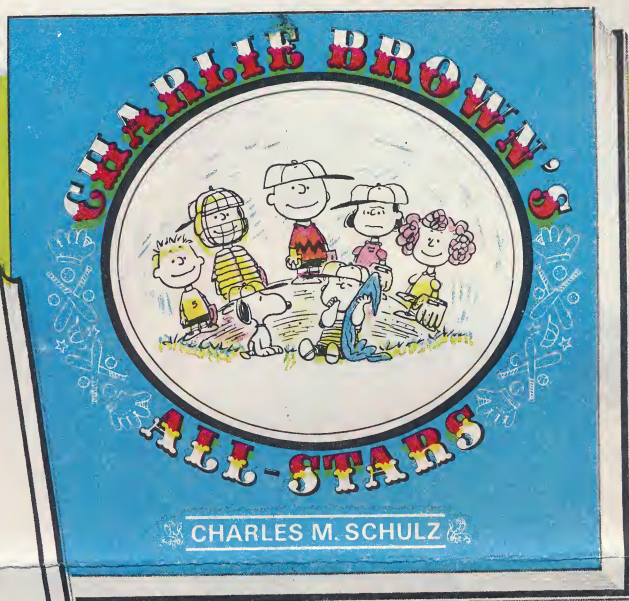
S. F. Worthington
Membership Director

SFW/ci

*Here's Charlie Brown with all his friends
included in four gifts FREE
to show your little boy or girl
what great fun books can be.*



**\$13.00
worth of books
for your child
FREE**



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**ALL 4
FREE**

with trial enrollment in

PARENTS' MAGAZINE'S

**READ ALOUD
AND EASY READING
PROGRAM[®]**

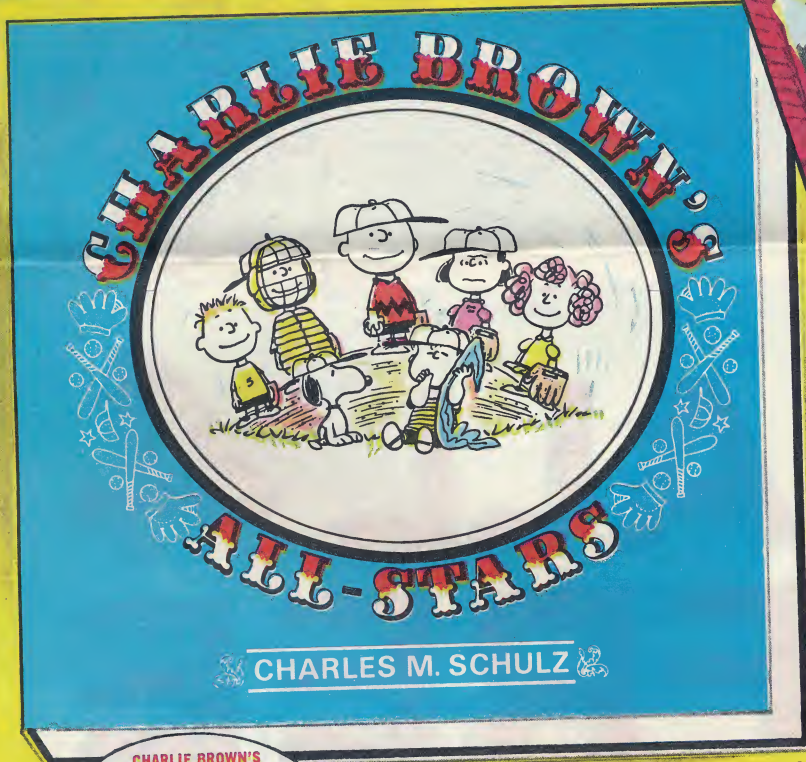


SEE DETAILS OF THIS EXCITING OFFER INSIDE



Let your youngster

TAKE ALL 4



CHARLIE BROWN'S ALL-STARS

by Charles Schulz. Here's Charlie Brown himself, in a hard-cover book filled with the adventures of Charlie and his baseball team, and illustrated in full color! Publisher's price \$2.50

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Each of these appealing volumes is bound in hard covers and printed throughout in many colors. Take all 4 as a gift when you enroll your child.



OLD BLACK WITCH

by Wende and Harry Devlin. Hilarious tale of a witch who lives in the attic of a tea shop and helps out by making delicious blueberry pancakes. Many pictures. Publisher's price \$3.50



THE COOKIE TREE

by Jay Williams, pictures by Blake Hampton. A delightful make-believe story about a mysterious tree that showers delicious cookies on children. "The story is good; the illustrations delightful."—Young Readers' Review. Publisher's price \$3.50

see what great fun books can be!

4 BOOKS FREE

(\$13.00 VALUE)

with trial enrollment in **PARENTS' MAGAZINE'S**

READ ALOUD AND EASY READING PROGRAM



Selected picture and story books for Little Listeners and Beginning Readers



OPEN YOUR EYES

by Roz Abisch, pictures by Boche Kaplan, Tim and Ed play a color game at home. Your child can play the game too and discover the exciting, wonderful world of color. "Enchanting and delightful."
—Book Gleanings
Publisher's price \$3.50

MOST MOTHERS and fathers frankly acknowledge that they haven't either the time or the perspective to choose precisely the right books for children not yet ready to read or who are just beginning to read. That is why parents are happily turning this problem over to the highly qualified editors of Parents' Magazine...by enrolling their youngsters in the Read Aloud and Easy Reading Program for Little Listeners and Beginning Readers.

Membership brings to your home each month an outstanding, carefully selected book which you may read to or along with your little one. Each book is understandable by even the youngest child, from its bright cover, its beautiful color pictures and easy words that delight young eyes and ears, develop reading ability and cultivate an interest in books that becomes a lifelong advantage. Your child will be charmed and captivated by Read Aloud books.

Save up to 50%—and more!

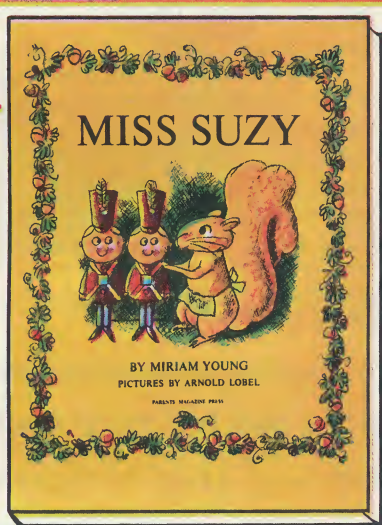
Besides the assurance of good entertainment, and the wonderful read-together sessions each selection provides for you and your child, you will be pleased by the savings on every book. Member's price is only \$1.49 (plus small mailing charge) for books regularly priced up to \$3.95.

Mail postpaid card for introductory package

If your child is of "beginning reader" or "read to me" age, enroll your youngster now—and receive the introductory package shown above FREE plus "Miss Suzy" as the first Program selection. You must be convinced of the pleasure and benefits this highly praised Program offers your child—or you may return the books in 10 days, cancel membership and owe nothing. Parents' Magazine's Read Aloud and Easy Reading Program.

Your child's first selection... a book cited as outstanding

The New York Times selected "Miss Suzy" as one of the 75 outstanding books for little boys and girls. It will win your child's heart! Written by Miriam Young and illustrated in color by Arnold Lobel, it's all about a lovable gray squirrel, chased from her home by some mean red squirrels, who is finally rescued by a band of brave toy soldiers. Publisher's price \$3.50... only \$1.49 to members.



READ WHAT THE REVIEWERS SAY ABOUT THESE 4 CHILDREN'S BOOKS YOU RECEIVE FREE ON THIS OFFER:

The Houston Post about Charlie Brown's All-Stars: "The illustrations are graphic, the writing is clever..."

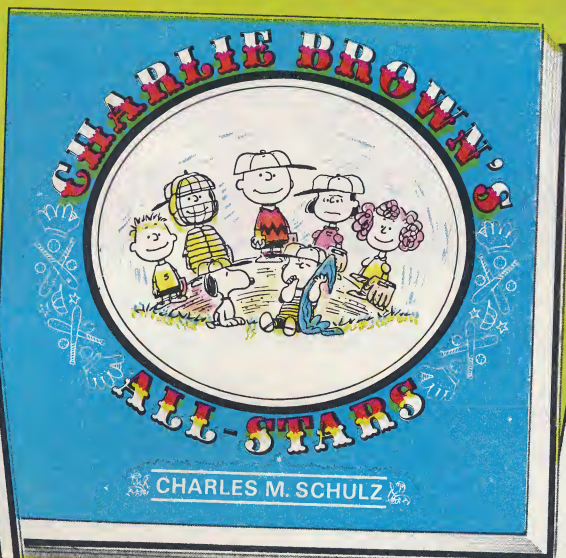
The New York Times about Old Black Witch!: "An amusing tale with some comically eerie scenes..."

Junior Booklist (Nat'l Ass'n of Independent Schools) about Open Your Eyes: "...cleverly combines color and pictures...Stimulates observation."

Virginia Kirkus about The Cookie Tree: "The wide-eyed babes in a witty tale—with pictures that will appeal..."

LET YOUR CHILD ENJOY AND BENEFIT FROM MEMBERSHIP IN PARENTS' MAGAZINE'S READ ALOUD AND EASY READING PROGRAM...ENROLL YOUR YOUNGSTER NOW WHILE WE OFFER THESE 4 BOOKS WORTH \$13.00 FREE!

For your little listener or beginning reader...



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4 BOOKS FREE

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READ ALOUD AND EASY READING **PROGRAM**®



An easy way
to give your child
a head start
at school

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Just wait till you see the wide-eyed delight with which your child will greet this 4-Book Enrollment Gift! What a marvelous way to introduce your youngster to the wonderful world of books! Don't delay—act now on this remarkable opportunity!

**RECOMMENDED BY KINDERGARTEN
AND EARLY GRADE TEACHERS
...PRAISED BY MOTHERS**

Every year thousands of kindergarten and first and second grade teachers make a special effort to introduce their pupils' parents to Parents' Magazine's Read Aloud and Easy Reading Program. They like the quality of books offered through membership; they note the enthusiasm which greets each new book's arrival, and the beneficial effect on reading skills and school work.

"Susan eagerly awaits each selection. After we have read the book to her, she in turn reads it herself."

"I like reading them, and the children thoroughly enjoy hearing them."

"My daughter's teachers were surprised at some of the words she knows. It is from receiving your books that she reads so well."

These are typical of many comments from delighted parents. Give your boy or girl the same pleasures and advantages. Accept this trial enrollment offer now—and receive 4 FREE books.

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